MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

DBS5044 – PRINCIPLES OF MARKETING

(All sections/Groups)

7 MARCH 2020
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 10 pages with 2 sections.

2. Attempt **ALL** questions in Section A and Section B. The distribution of the marks for each question is given.

3. Please write all your answers for Section A on the OMR form provided and all answers for Section B in the Answer Booklet provided.

SECTION A: Multiple Choice Questions (40 Marks).

1. Which of the following refers to a form of product that consists of activities, benefits or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything?

   A. Brands.
   B. Services.
   C. Liabilities.
   D. Consumer products.

2. As a product's planner, you need to consider products and services on three different levels to add more customer value. Which of the following addresses the question of, "What is the buyer really buying?"

   A. co-branding
   B. an actual product
   C. core customer value
   D. an augmented product

3. Consumer's product refers to _____.

   A. primarily intangible offerings from marketers
   B. raw materials as well as manufactured materials and parts
   C. products and services bought by final consumers for personal consumption
   D. products purchased by consumers for further processing or for use in conducting a business

4. Which of the following is **NOT** a category of consumer's product?

   A. Industrial.
   B. Specialty.
   C. Unsought.
   D. Convenience.

5. Convenience products are products and services that customers usually buy frequently, immediately, and with minimal comparison and buying effort. Which of the following is an example of a convenience product?

   A. Furniture.
   B. Newspapers.
   C. Diamond ring.
   D. Life insurance.

Continued ...

6. _____ are less frequently purchased by the consumer in which they compare carefully on the suitability, quality, price, and style.

   A. Capital items
   B. Shopping products
   C. Unsought products
   D. Supplies and repair services

7. Which of the following are industrial products that aid in the buyer's production or operations, including installations and accessory equipment?

   A. Repair items.
   B. Capital items.
   C. Specialty items.
   D. Unsought products.

8. Advertising campaigns such as educational and environmental sustainability can be classified under _____ marketing.

   A. place
   B. social
   C. internal
   D. corporate image

9. Developing a product or service involves defining the benefits that it will offer. These benefits are communicated and delivered through _____.

   A. product labels
   B. support services
   C. product attributes
   D. product packaging

10. Product attributes include all of the following **EXCEPT** _____.

    A. style
    B. price
    C. design
    D. quality

11. _____ refers to the characteristics of a product or service that bear on its ability to satisfy the customer needs.

    A. Brand image
    B. Brand equity
    C. Product quality
    D. Product labelling

Continued ...

12. _____ is an approach in which all the company's people are involved in constantly improving the quality of products, services, and business processes.

    A. Product positioning
    B. Brand equity management
    C. Total quality management
    D. Quality function deployment

13. Service _____ refers to the services that cannot be seen, tasted, felt, heard, or smelled before they are bought.

    A. variability
    B. intangibility
    C. perishability
    D. inseparability

14. The primary objective of an advertising is to inform, persuade, or _____.

    A. reciprocate
    B. compete
    C. remind
    D. explain

15. When Procter & Gamble produced the Mr. Muscle, the company is required to explain how the product cleans grime from the walls without removing the paint. What type of campaign used by Procter & Gamble for the Mr. Muscle?

    A. informative advertising
    B. persuasive advertising
    C. reminder advertising
    D. developmental advertising

16. Encouraging customers to switch brands is **MOST** likely the objective of _____ advertising.

    A. informative
    B. reminder
    C. covert
    D. persuasive

Continued ...

I. Competition
II. Market share
III. Advertising messages
IV. Stage in product life cycle

17. Which of the following are factors to consider when setting the advertising budget?

A. I, II and III.
B. I, II and IV.
C. II, III and IV.
D. I, III and IV

18. Which of the following is a major step in selecting advertising media?

A. Determining reach, frequency, and impact.
B. Selecting message execution style.
C. Developing a compelling creative concept.
D. Deciding on format elements.

19. Impact is the qualitative value of a _____ through a given medium.

A. message decoding
B. marketing exposure
C. message exposure
D. formal encoding

20. Which of the following is an advantage of using newspapers as an advertising medium?

A. Long life.
B. Good reproduction quality.
C. Large pass-along audience.
D. Broad acceptability.

21. Which of the following promotional tools involves in building up a positive corporate image and handling unfavorable stories and events?

A. Public relations.
B. Personal selling.
C. Direct marketing.
D. Sales promotion.

Continued ...

I. Product publicity
II. Press freedom
III. Press agency
IV. Public affairs

22. Which of the following functions consists of activities designed to engage and build good relations with the company's various publics, perform by Public Relation departments.

A. I, II and III.
B. I, II and IV.
C. I, III and IV.
D. II, III and IV.

23. _____ involves building and maintaining relationships with legislators and government officials to influence legislation and regulation.

A. Investor relation
B. Lobbying
C. Development
D. Financial

24. News conferences, press tours, and grand openings are examples of _____, which commonly used by public relations professionals.

A. public service activities
B. special events
C. social networking
D. development

25. In an attempt to differentiate the company from its competitors, Pos Malaysia Berhad has its employees to wear the red uniforms and drive the white trucks. What type of public relations tool is being used by Pos Malaysia Berhad?

A. Buzz marketing.
B. Market positioning.
C. Corporate identity materials.
D. Product placements.

26. Which of the following term refers to the general idea that will be communicated to consumers through an advertisement?

A. Message strategy.
B. Advertising appeal.
C. Consumer-generated message.
D. Creative concept.

Continued ...

27. Which of the following refers to an individual who represents an organisation to customers by prospecting, communicating, selling, servicing, information gathering, and/or relationship building?

A. Trainer.
B. Auditor.
C. Manager.
D. Salesperson.

28. _____ can be defined as analysing, planning, implementing, and controlling sales force activities.

A. Benchmarking
B. Business intelligence
C. Sales force automation
D. Sales force management

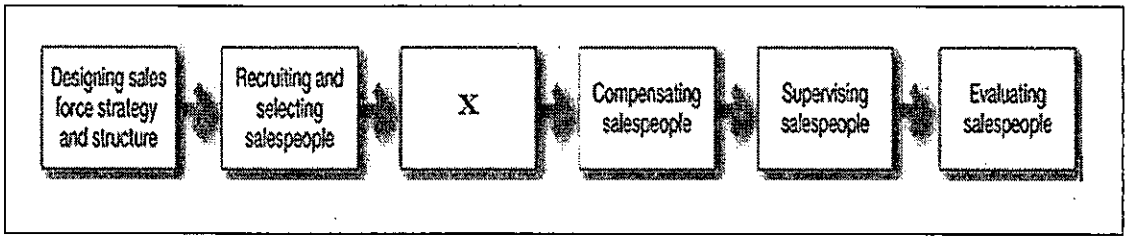

Figure 1

29. Figure 1 above shows the major steps that are involved in sales force management. What is '**X**'?

A. Training salespeople.
B. Attracting salespeople.
C. Promoting salespeople.
D. Motivating salespeople.

30. In the _____, each salesperson is assigned to an exclusive geographic area and sells the company's full line of products or services to all customers in that region.

A. digital marketing system
B. product sales force structure
C. territorial sales force structure
D. geographical operations system

Continued ...

31. In the _____, sales forces will be set up according different industries.

A. digital marketing system
B. product sales force structure
C. customer sales force structure
D. geographical operations system

32. _____ refers to grouping of accounts into different classes to determine the number of salespeople needed.

A. Pull strategy
B. Push strategy
C. Workload approach
D. Bottom-up approach

33. Mei Ling works in a manufacturing company in Selangor. She sells products and handles customer requests via the company's online live chat feature. In her company, Mei Ling is **MOST** likely a part of the _____.

A. inside sales force
B. outside sales force
C. product designing team
D. operations management team

34. Which of the following is **NOT** a problem associated with the poor selection of salespeople?

A. Lower sales.
B. Costly turnover.
C. Less productivity.
D. Fewer training expenses.

35. The purpose of a training program for salespeople is to teach them about all of the following **EXCEPT** _____.

A. industry history
B. competitor strategies
C. customers' buying habits
D. customers' buying motives

Continued ...

36. At the beginning of each year, the management of Fun Deco allocates the sales target for each salesperson. This specific sales target is also known as a _____.

A. prospect
B. bill of sale
C. sales quota
D. channel length

37. _____ refers to the first step in the personal selling process.

A. Follow-up
B. Pre-approach
C. Handling objections
D. Prospecting and qualifying

38. Which of the following steps in the selling process in which a salesperson is required to learn about the organisation and its buyers?

A. Closing.
B. Prospecting.
C. Presentation.
D. Pre-approach.

39. During the _____ step of the selling process, the salesperson tells the value story to the buyer, showing how the company's product or service solves the customer's problems.

A. approach
B. prospecting
C. presentation
D. handling objections

40. Which of the following refers to an offers of a trial amount of a product?

A. Rebates.
B. Samples.
C. Premiums.
D. Price packs.

(Total: 40 marks)

Continued ...

SECTION B: Structured Questions (60 Marks)

QUESTION 1

Why brands must stay competitive

Multinational telecommunications company, Huawei Technologies Co. Ltd., knew it was important to develop a versatile, multidimensional marketing and advertising strategy to conquer the hearts of the masses and be ubiquitous.

As such, Huawei applied some partnerships strategies that were aimed at changing the brand perception and turning Huawei into a brand that customers could truly identify with.

Huawei recently collaborated with premium camera manufacturer, Leica to build and launch the Huawei P9 boasting a dual camera system. Huawei has also formed several strategic partnerships with other consumer brands such as with football clubs like Arsenal, Atlético de Madrid and AC Milan, even signing Barcelona and Argentina star Lionel Messi as a brand ambassador in 2015. Recently, Huawei collaborated with Hollywood A-listers such as Robert Downey Jr. to accentuate their marketing strategies, and bring to life their products in a way that is relatable and loved by customers.

Speed. Content. Partnerships. Relatability. These are just some of the key elements that Huawei have embraced, as Huawei continues to expand across the globe.

(Source: *Advertising Magazine Online, January 2017*)

(a) What is the important strategy developed by Huawei to conquer the hearts of the masses and be ubiquitous from the article above? (1 mark)

(b) State **FOUR (4)** reasons why Huawei apply the partnership strategies from the article above. (4 marks)

(c) List the **SIX (6)** strategic partnerships formed by Huawei from the article above. (6 marks)

(d) State **FOUR (4)** key elements that Huawei have embraced to expand their business across the globe from the article above. (4 marks)

(e) What kind of company orientation that could **BEST** describe about Huawei's strategic partnership strategy? (5 marks)

(Total: 20 marks)

Continued ...

QUESTION 2

(a) Briefly explain the **EIGHT (8)** steps of new product development process. (16 marks)

(b) Provide **TWO (2)** sources of new product ideas. (4 marks)

(Total: 20 marks)

QUESTION 3

(a) List the **FIVE (5)** steps in developing an effective integrated communications and promotion program. (10 marks)

(b)

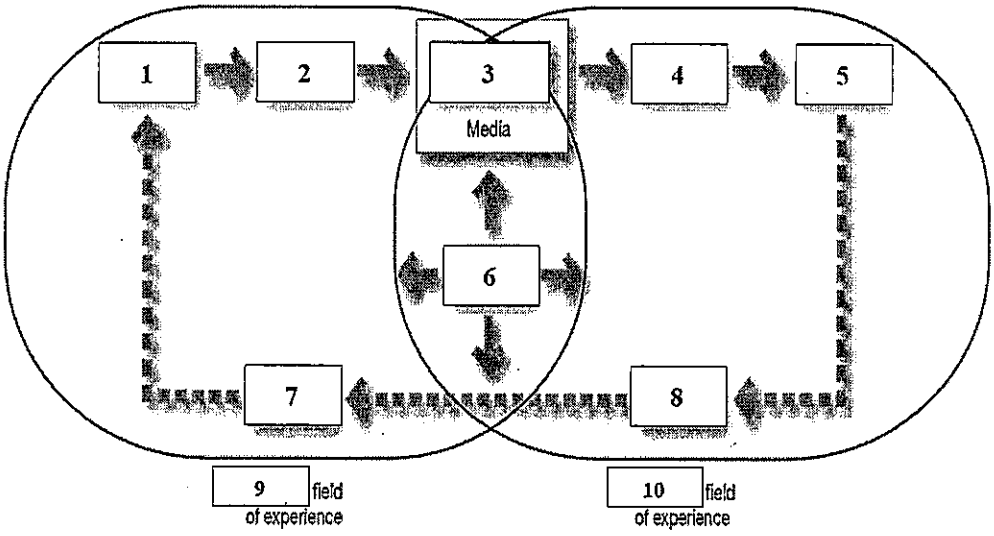

Figure 2

Figure 2 above shows the complete marketing communication process. Label all the processes correctly. (10 marks)

(Total: 20 marks)

End of Paper